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Merchant Identification Number (MID) and a Termination Identification Number (TID).

In The Claims

5 Please amend Claim 9, cancel Claims 16, 21 and 25 and add new Claims 26-44, as follows:

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9. (Amended) The method of Claim 1, wherein the step of receiving information from the applicant completing an application for the merchant account further comprises the step of prompting the use to provide information relating to funding for the charges associated with administering the merchant account.

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10 26. (New) A computer-controlled apparatus for activating a merchant account during an on-line session with an applicant for the merchant account, for use in connection with a point-of-sale terminal, comprising:

structure to receive information from the applicant completing an application for the merchant account;

15 structure to receive information from the applicant selecting a point-of-sale terminal for use in connection with the merchant account;

structure to send terms and conditions to the applicant for display relating to the administration of the merchant account;

20 structure to receive an indication of acceptance of the terms and conditions from the applicant;

structure to generate identification information associated with the merchant account and the point-of-sale terminal;

structure to configure an account file for administration of the merchant account with the identification information; and

25 structure to configure the point-of-sale terminal with the identification information.

27. (New) The apparatus of Claim 26, wherein the terms and conditions include a fee schedule for services relating to the administration of the merchant account.

30 28. (New) The apparatus of Claim 26, wherein the point-of-sale terminal is programmed with the identification information by the configure structure and then shipped to the applicant.

29. (New) The apparatus of Claim 26, wherein the point-of-sale terminal is configured by the configure structure remotely by a telephone call to a telephone directory number associated with the point-of-sale terminal to reprogram the point-of-sale terminal with the identification information during the telephone call.

5 30. (New) The apparatus of Claim 26, further including structure to determine a credit risk score for the application and based on the credit risk score to establish the terms and conditions for the merchant account.

31. (New) The apparatus of Claim 26, including structure to determine a credit risk score to determine whether to accept the application; and

10 structure to automatically transmit an e-mail message to notify the applicant whether the application has been accepted.

32. (New) The apparatus of Claim 26, including structure to electronically issue a visitation order requesting a physical visit to the premises of the applicant to verify that the applicant is conducting a type of business stated in the application.

15 33. (New) The apparatus of Claim 26, including:

structure to prompt the user to enter business contact information;

structure to prompt the user to enter business premises information;

structure to prompt the user to enter business sales data; and

structure to prompt the user to enter business owner information.

20 34. (New) The method of Claim 26, including structure to prompt the user to provide information relating to funding for the charges associated with administering the merchant account.

35. (New) The apparatus of Claim 26, including:

25 structure to send a menu of point-of-sale terminal options to the applicant for display;

structure to send a view control item in association with each option;

structure to receive a user command selecting a particular view control item;

and

30 structure to send an image depicting the point-of-sale terminal associated with the selected view control item to the applicant for display.

36. (New) The apparatus of Claim 26, including:

structure to receive a business type designation from the applicant;

structure to determine a business risk category associated with the business type designation; and

structure to implement risk adjustment measures based on the business risk category associated with the business type designation.

5 37. (New) The apparatus of Claim 36, further including:

structure to send a menu of risk adjustment measures to the applicant for display;

structure to receive a user command from the applicant indicating a preferred risk adjustment selection; and

10 structure to implement the risk adjustment measures based on the preferred risk adjustment selection.

38. (New) The apparatus a Claim 36, further including:

structure to determine a reserve requirement;

structure to send the reserve requirement to the applicant for display; and

15 structure to receive a user command from the applicant accepting the reserve requirement.

39. (New) The method of Claim 36, further including:

structure to determine a risk-adjusted fee schedule;

structure to send the risk-adjusted fee schedule to the applicant for display; and

20 structure to receive a user command from the applicant accepting the risk-adjusted fee schedule.

40. (New) A computer-controlled apparatus for activating a merchant account for use in connection with a point-of-sale terminal during an on-line session with an applicant for a merchant account comprising:

25 structure to receive information from the applicant completing an application for the merchant account including business contact information, business premises information, business sales data, business owner information, and information relating to funding for the charges associated with administering the merchant account;

30 structure to send a menu of point-of-sale terminal options and display a view control item in association with each option to the applicant for display;

structure to receive a user command selecting a particular view control item;

structure to send an image depicting the point-of-sale terminal associated with the selected view control item to the applicant for display;

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structure to receive information from the applicant selecting a point-of-sale terminal for use in connection with the merchant account including;

structure to determine a credit risk score for the application;

5 structure to establish the terms and conditions including a fee schedule for the merchant account based on the credit risk score;

structure to send the terms and conditions to the applicant for display relating to the administration of the merchant account;

structure to receive an indication of acceptance of the terms and conditions from the applicant;

10 structure to generate identification information associated with the merchant account and the point-of-sale terminal;

structure to configure an account file for administration of the merchant account with the identification information; and

15 structure to electronically issue a visitation order requesting a physical visit to the premises of the applicant to verify that the applicant is conducting a type of business stated in the application.

41. (New) The apparatus of Claim 40, including the point-of-sale terminal is programmed with the identification information by the configuration structure and shipped to the applicant.

20 42. (New) The apparatus of Claim 40, wherein the point-of-sale terminal is configured by the configure structure remotely by a telephone call to a telephone directory number associated with the point-of-sale terminal to reprogram the point-of-sale terminal with the identification information during the telephone call.

25 43. (New) A computer-controlled apparatus for activating a merchant account for use in connection with a point-of-sale terminal during an on-line session with an applicant for a merchant account comprising:

structure to receive a business type designation from the applicant;

structure to determine a business risk category associated with the business type designation;

30 structure to determine a reserve requirement and a risk-adjusted fee schedule for services related to administration of the merchant account based on the business risk category associated with the business type designation;